



IT'S A PROVEN WINNER ... IT'S REFRESHING ... IT'S A PERFECT RECESS!

WHOLESALE HINTS FOR SUCCESS

Ensure greater success as you build presence and awareness of Parliament Lights Kings Box. Utilize these handy wholesale success measures to build sales momentum.

**Is Parliament Lights Kings Box part of the distributor's permanent product line?
Are there proper inventory levels?**

- Pst share goals have been identified.
- After the go-to period, inventories should reflect share goals.
- Calculate distributor inventory in the following manner:
Weekly case sales x share goal = Parliament Lights Kings Box Inventory

Is reordering easy for the retailer?

- Establish line numbers.
- Update order books and order sheets.
- Recall the brand!
- Remind accounts to reorder when they phone-in their orders.

Does the distributor encourage trial by its retailer community?

- Place fliers in weekly product orders.
- Place messages on weekly invoices.
- Place PCS in the customer pick-up area, e.g., posters/signage at "Cash and Carry's".

Following up on these helpful hints should ensure that Parliament Lights Kings Box is established in the distribution network and should continue to contribute to category profitability.

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